NOVA SCOTIA YELLOW PAGES™ DIRECTORIES STEWARDSHIP AGREEMENT

This Stewardship agreement is effective the 1st day of May, 2004 in the Province of Nova Scotia.

BETWEEN

Nova Scotia Department of Environment and Labour (hereafter referred to as DEL).

AND

Aliant ActiMedia.

AND

Nova Scotia Solid Waste Management Regions (hereinafter referred to as the Regions).

AND

RRFB Nova Scotia

PURPOSE

The Department of Environment and Labour, RRFB Nova Scotia, Aliant ActiMedia and the Regions are committed to the reduction of waste through the recycling of Yellow Pages ™ Directories. They also recognize the importance of public education for the support of municipal recycling programs. This agreement between DEL, RRFB Nova Scotia, Aliant ActiMedia and the Regions is designed to address these objectives, building on the strength of Aliant ActiMedia in communications and social marketing.

This Nova Scotia Yellow Pages™ Directories Stewardship Agreement recognizes the successful evolution of a partnership between DEL, RRFB Nova Scotia, Aliant ActiMedia and the Regions which is beneficial to all.

ACKNOWLEDGMENT

It is recognized that the in-kind advertisement provided by Aliant ActiMedia through this Agreement not only matches, but surpasses, similar stewardship arrangements with other contributors to date to #6 newsprint to the municipal recycling and waste streams.

TERMS

1. For the purposes of this agreement, DEL, RRFB Nova Scotia, Aliant ActiMedia and the Regions agree to the classification of the Yellow Pages™ Directories as part of the #6 paper stream.

2. This agreement will apply to all Yellow Pages™ Directories published by Aliant ActiMedia in 2003 and in subsequent years for the duration of the agreement.

3. Aliant ActiMedia will provide two pages of in-kind advertising for their Yellow Pages™ Directories distributed in the Halifax Regional Municipality.

4. Aliant ActiMedia will provide one page of in-kind advertising for each of their Yellow Pages™ Directories distributed in the remainder of the province.

5. The contents of the in-kind advertising will be developed in consultation with DEL, RRFB Nova Scotia, Aliant ActiMedia and the respective regions in which each of the Yellow Pages™ Directories is distributed. It is the responsibility of Aliant ActiMedia to provide publishing deadline dates to DEL, RRFB Nova Scotia, and failure to provide Aliant ActiMedia with updated content by the directory deadline date will result in the renewal of the current published content.

6. The Regions shall encourage all the municipalities within their respective regions to include the Yellow Pages™ Directories in their curbside recycling programs.

7. The Regions and DEL will adhere to corporate branding guidelines as provided by Aliant ActiMedia and all uses of Aliant and Aliant ActiMedia trademarks are subject to approval by Aliant ActiMedia.

8. Aliant ActiMedia will provide that Yellow Pages™ Directories are recyclable, and that any proposed changes to the materials used in the production of the Yellow Pages™ Directories are submitted to the DEL a minimum of sixty days in advance of said changes, for a recyclability assessment. At the time of the ratification of the Stewardship Agreement, it is recognized by all parties that the Yellow Pages™ directories are recyclable.

9. DEL, RRFB Nova Scotia and the Regions agree to encourage the public to use the Yellow Pages™ Directories as a beneficial source of solid waste management information.

10. Aliant ActiMedia agrees to recycle all waste Yellow Pages™ Directories leaving their premises including those not distributed or suitable for distribution.

11. Aliant ActiMedia agrees to provide DEL with the total weight of Yellow Pages™ Directories delivered to the residential and the commercial sectors, respectively. These numbers will be provided on a yearly basis.

12. DEL and RRFB Nova Scotia will continue to pursue agreements with other waste paper stream contributors including flyers, other directory publishers and magazines.

This agreement will expire on March 31, 2011.

Aliant ActiMedia	Date
Chair, Regional Chair's Committee	Date
Minister of Environment and Labour	Date
Chair, RRFB Nova Scotia	Date